



STRATEGY

2026/27-2028/29

Empowering students to excel by providing representation, guidance and opportunities.



shaped by
ers most.

Every priority in this strategy is **shaped by what students told us matters most.** Through surveys, polls, focus groups, and conversations with students, staff, external SUs, and senior management, we highlighted clear themes, and we've built our commitments around them. This strategy captures how far we've come and sets out a focused, student-led approach for the years ahead.



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3. SUMMARY



OUR MISSION:

Empowering students to excel by providing representation, guidance and opportunities.

OUR VISION:

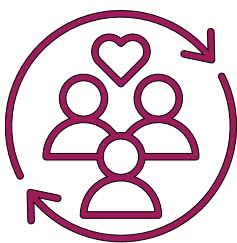
To inspire, motivate and support the Hartpury student community.

OUR VALUES:



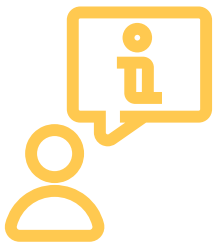
COLLABORATIVE

Being collaborative means building strong, supportive partnerships, starting within the SU team as well as across the student community, from SU volunteers to Hartpury staff, and extending that to external partnerships with other SUs and organisations far and wide. By improving collaborative communication, visibility, and activities, we foster a more united, engaged, and connected campus for our students.



INCLUSIVE

Inclusivity means creating spaces, events, and opportunities where every student feels welcome, represented, and supported. We are committed to reaching underrepresented groups, celebrating diversity, and designing activities that reflect the full spectrum of our community. We work to ensure all voices are heard and valued.



INFORMED

Being informed means understanding the challenges, needs, and perspectives of our students so we can represent them effectively. We strive to be aware of Hartpury policies and procedures and stay knowledgeable about the national FE and HE sectors to support and advocate for our students to the best of our ability.

✓ PRIORITIES

- Strong relationship with Hartpury
- United with other SU's
- Powerful team spirit

✓ PRIORITIES

- Champion all students' voices
- Campaign for an inclusive campus
- Events for all

✓ PRIORITIES

- Knowledge of student challenges
- Understanding of FE and HE sector
- Awareness of Hartpury and SU policies

OUR BEHAVIOURAL VALUES:



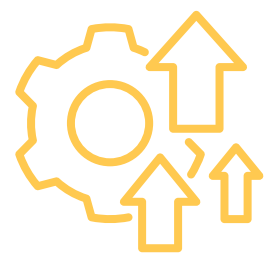
SUPPORTIVE

We foster a compassionate and collaborative environment where officers and students feel heard, valued, and empowered. By offering guidance, encouragement, and practical help, we ensure everyone has the confidence and resources they need to thrive at Hartpury.



CREATIVE

We encourage fresh ideas and empower our Officers, volunteers and students to use and grow their skills. By embracing innovation, we create space for new approaches that strengthen our SU.



EVOLVING

We are committed to learning, adapting, and trying new methods to better serve students. We actively collect data to understand our ever-changing student body. By constantly exploring new ways to engage and represent our community, we stay responsive and forward-thinking.



STRATEGIC PLAN

We'll work with Hartpury to give students a strong voice and the best experiences possible. We want co-creation to be at the forefront of driving change at Hartpury – students are key stakeholders and the whole reason Hartpury exists!

We've outlined our goals in each strategic area:

1. REPRESENTING STUDENTS' VOICES

2. WELLBEING & INCLUSIVITY

3. STUDENT OPPORTUNITIES

4. STUDENT ENGAGEMENT

5. SU GROWTH

1. REPRESENTING STUDENTS' VOICES

We are passionate about ensuring Hartpury students' voices are heard. We gather student feedback in many ways, including: SU Rep system (Rep Forums), focus groups, surveys, polls, pop-up activities and direct contact (emails, face to face and phone). We make sure students' voices are heard through:

- ✓ A range of Hartpury forums, boards, committees and working groups
- ✓ 1-2-1 meetings with Hartpury Senior management
- ✓ Direct feedback to individual Hartpury departments
- ✓ Online presence including social media
- ✓ Local external meetings including with Gloucester City Council
- ✓ National events and conferences



OUR PRIORITIES

GOAL	OBJECTIVES
Maintain a strong representation system	✓ Deliver comprehensive training and support that equips our SU Reps with skills to continue our strong representation structure. Ensure 80% of initial SU Reps sign our volunteer agreement. ✓ Provide a safe space for all students to share academic and non-academic feedback through SU Rep forums and additional pathways. ✓ Effectively communicate 100% of actions and outcomes to students via a range of methods to ensure they feel heard. ✓ Continue to expand and develop our representation structure to include a diverse range of students across departments and explore additional student groups.
Ensure all voices are heard	✓ Collect data to understand and identify who we represent, and who we don't currently represent. Aim to represent at least 70% of courses within each department. ✓ Continue to develop strategies that target under-represented cohorts to encompass a complete student voice. ✓ Explore and develop new ways of reaching all students in a way that is welcoming and accessible to them. ✓ Work closely with Hartpury staff to support us in effectively reaching all students.
Be a strong advocate for students	✓ Represent students' voices in all relevant forums and groups across the University and College in a constructive and compassionate way. ✓ Continue to work closely with Hartpury and external providers to enhance the catering and transport provision and advocate for fair prices. Meet with estates and catering teams at least once per semester. ✓ Ensure students' voices feed into the enhancement of accessibility and wellbeing support at Hartpury. ✓ Continue to advocate for the co-creation of student spaces and initiatives, ensuring students are part of key decision making.

2. WELLBEING & INCLUSIVITY

Student wellbeing and sense of belonging is a crucial focus for the SU. We want to make sure all students feel connected and included at Hartpury. To support students, we currently:

- ✓ Provide safe, inclusive, welcoming spaces for students
- ✓ Host events and campaigns to promote positive wellbeing and inclusivity, and connect students with supporting teams
- ✓ Offer tailored 1-2-1 guidance and signposting
- ✓ Advocate for students individually and more broadly through forums and submissions
- ✓ Share valuable information to support students with a wide range of topics



OUR PRIORITIES

GOAL	OBJECTIVES
Promote wellbeing and inclusivity initiatives	✓ Identify and deliver informed campaigns, initiatives and events that are open to all students throughout the academic year. Host at least 1 campaign per semester. ✓ Offer a safe, welcoming space to accurately signpost students to internal and external support services. ✓ Use a range of promotional tools and targeted communication to proactively promote services to ensure all students feel supported. ✓ Strengthen relationships with departments to facilitate a connected Hartpury-wide approach to student support. Ensure an SU representative is present at all EDI forum meetings.
Educate and empower students	✓ Co-create resources to educate students on topics including financial sustainability, personal wellbeing, and self-advocacy. ✓ Support our Liberation Reps to deliver strong campaigns and initiatives to promote a diverse and inclusive community. We aim to recruit, train and support 2+ Liberation Reps per year. ✓ Empower under-represented student groups to speak up and facilitate spaces for them to be heard. ✓ Encourage students to get out and try something new, meet new people and explore new opportunities.
Build strong student communities	✓ Support strong student-led community-focussed societies such as International and LGBTQ+ societies. ✓ Support the development of student networks led by Officers and Liberation Reps. ✓ Connect students through various online and in-person methods. ✓ Deliver training to SU Officers, volunteers and students to encourage peer-led wellbeing support.



3. STUDENT OPPORTUNITIES

Being fully immersed in student life empowers students to grow as individuals, develop friendships, build community, and open up new horizons. We want to provide a safe, fun and inclusive campus with a range of opportunities which allow students to thrive. To do this, we:

- ✓ Oversee a range of clubs and societies
- ✓ Host a multitude of engaging free events across the year
- ✓ Have a strong onsite presence
- ✓ Support students in finding part-time work and volunteering opportunities
- ✓ Promote internal and external sporting opportunities
- ✓ Collaborate with external organisations and departments to promote a variety of opportunities



OUR PRIORITIES

GOAL	OBJECTIVES
Support a range of student-led clubs and societies	✓ Provide clear training and ongoing support to help our committee volunteers to run successful clubs and societies, in line with our policies. Ensure 100% of committee volunteers sign our volunteer agreement. ✓ Continue to support the growth and diversity of our clubs and societies, to provide a wide range of activities, open to all students. ✓ Collect data to measure the success of our clubs and societies and ensure continued improvement. ✓ Explore associate memberships with external SUs, such as University of Gloucestershire SU. ✓ Continue to streamline our processes so it's easy for students to set up and join new clubs and societies.
Host events for all	✓ Host a wide range of free events that are accessible and inclusive to all students, recognising College and University student needs differ. We aim to host at least one event per month across the academic year. ✓ Evaluate the success of our events and gather feedback from students to maximise future attendance and engagement. ✓ Collaborate effectively with Legends to enhance the student event offering in that space.
Promote a range of opportunities	✓ Collaborate with the careers team to proactively promote quality part-time jobs and volunteering opportunities. ✓ Work closely with Hartpury active to support the creation and promotion of internal and external recreational sport opportunities. ✓ Identify and develop new ways students can expand their social circle and build community.

4. STUDENT ENGAGEMENT

Our mission is to build a community where students know what is happening on campus regardless of who they are and where they are. We want students to be able to easily access everything we do in the SU. We reach students through:

- ✓ Social media platforms in collaboration with Hartpury
- ✓ Monthly newsletters and weekly volunteer updates
- ✓ Physical presence through our campus building, enrolment, student briefings, events and pop-ups
- ✓ Promotional materials including banners, flyers and campus screens
- ✓ Collaboration with staff to share key messages



OUR PRIORITIES

GOAL	OBJECTIVES
Create a powerful online and physical presence	✓ Prioritise high quality communications to students so they are aware of the opportunities, support and activity that they can get involved in. ✓ Have a strong presence throughout welcome week through multiple initiatives including enrolment stalls and SU events such as Freshers Fair and other welcome activities. Host at least 4 events across welcome week. ✓ Follow a strategic engagement calendar throughout the academic year to effectively allocate our promotional resources and communicate timely. ✓ Co-create high quality student-led content that strengthens authenticity and increases engagement across social media platforms. Upload at least 2 posts per week during term time and grow our Instagram following by 20% (to ~4500) by 2029. ✓ Continue to measure and grow the success of our engagement initiatives.
Reach all students	✓ Gather data to understand our students and the barriers they face to engagement. ✓ Develop targeted approaches that remove barriers to participation for students we are not currently reaching effectively, and co-create initiatives that enhance our engagement outcomes. ✓ Actively visit students across campus to maximise our physical presence in all spaces. We aim to host at least one in-person pop-up per semester. ✓ Collaborate with student groups, volunteers and clubs and societies to engage the wider student body.
Develop a strong SU brand	✓ Develop a full brand and marketing guide with a clear vision for our team and volunteers to follow for consistency across messaging. ✓ Prioritise standardised branding within all content and promotion to develop a strong SU identity. ✓ Clearly brand SU events and activities so students can recognise the work that we do.

5. SU GROWTH



We will continue to grow so that we can reach and represent the voice of all students at Hartpury, develop our offering of opportunities, and enhance our wellbeing and inclusivity support. We will work closely with Hartpury, as critical friends who support each other.



OUR PRIORITIES

GOAL	OBJECTIVES
Have strong foundational structures	✔ Follow the outlined principles of our newly developed strategy, bringing it to life. ✔ Maintain and grow knowledgeable and committed staff who are dedicated to training and supporting the SU Officers and foster strong internal team collaboration and regular communication. ✔ Host a central hub on campus where all students feel welcome and continue to develop these spaces in line with student needs. ✔ Lead a strong network of SU volunteers to support in the delivery of our activities. ✔ Follow strong, relevant operational policies and procedures and ensure they are easily accessible and actively in use. ✔ Closely monitor our growth using key statistics and measures such as NSS scores, social media interaction and elections engagement.
Work closely with Hartpury	✔ Offer independent student voice and support the co-creation of key initiatives and future development. ✔ Hold monthly meetings with senior management and other key staff and departments to facilitate strong communication and stay up to date with student needs. ✔ Have clear, transparent boundaries and guidance on what we can and cannot achieve as a small SU. ✔ Be present and champion students’ voices in all relevant Hartpury committees, forums and working groups. ✔ Be a critical friend – challenge Hartpury in a compassionate and effective way whilst prioritising student needs.
Be sustainable	✔ Promote a positive work-life-study balance within the team to enhance team prosperity and prevent burn-out. ✔ Carry out activity in an environmentally friendly way, reducing waste where possible, and promote sustainability initiatives. ✔ Work towards financial sustainability through the growth of independent income generation.

SUMMARY

Thank you to every student, staff member, SU representative and partner who helped shape this strategy – your insight and energy sit at the heart of it.

As we move into the next three years, we'll be delivering the commitments outlined here, from strengthening representation to enhancing engagement and opportunities for our growing community.

For updates, progress and ways to get involved, keep an eye on our website and socials.

This is just the start, watch this space!

